



# PI CHAPTER MEMBERSHIP MEMO

APRIL, 2011

from Toni Smith, Pi Chapter President

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## Greetings Minnesota ESP Members,

Another issue of the ESP "Membership Memos" to keep you abreast of interesting ESP news and member updates. In this issue read about:

- The upcoming "Retirement Conference Call" on April 18 at 1:00 P.M.
- Get your RSVP to Bob Mugaas! For further information on RSVP refer to the flyer on the ESP website listed above.
- Life After Retirement Article
- Spotlight on Membership (NEW)
- Scholarship Recipient Reports
- If you missed the last ESP newsletter make sure you take the time to review the content on the ESP website.

## SO YOU THINK YOU MIGHT WANT TO RETIRE? ARE YOU READY FOR THE TRANSITION?

(IT'S MORE THAN JUST A FINANCIAL DECISION)



Join us for a one hour informal conference call to discuss the transition from working many years in Extension to retirement and/or another position.

**Monday, April 18, 2011**

**TIME:** 1:00 to 2:00 P.M. with the option of extending to 2:30 P.M.

**SPONSORED BY:** Minnesota Epsilon Sigma Phi, Pi Chapter

**RSVP to receive Conference phone #** - e-mail Bob Mugaas at [mugaa001@umn.edu](mailto:mugaa001@umn.edu)

**GUEST SPEAKERS.** We are excited to have the collective wisdom of four retired Extension employees joining the call:

Jeanne Markell, Rod Hamer, Warren Sifferath, Larry Zilliox

All have first hand expertise about retiring whether it is seeking different employment or just stepping back and enjoying the retired life.

***DON'T Forget To Apply for an ESP Scholarship!***

Look for more details on the ESP website: [www.extension.umn.edu/esp](http://www.extension.umn.edu/esp)

**The next due date to apply for a MEWS Scholarship is July 1.**

Articles written by two recent recipients on how they used their scholarships are included on pages 3 and 4 of this "Membership Memo." Be sure to check them out.

## LIFE AFTER RETIREMENT

Kim Asche brought the following article to our attention and we thought this was a good reminder to those people thinking about retirement with the new University of Minnesota “Retirement Investment Option” (RIO) that employees need to sign by May 15, 2011 if they wish to take advantage of the 24 months of health investment funds.

**Article By: Nina Chen, Ph.D., CFLE, Human Development Specialist, University of Missouri Extension**

Retirement is a major life change. The transition from workforce to retirement is challenging and requires adjustments. Changes in identity and unstructured time, questions about self-worth, and purpose in everyday life may often be overlooked. Retirement means the absence of job titles, affirmation from professionals, and routine work schedule. The loss of prestige or work identity can be tough for some retirees. Most people experienced time pressure during their working years. When approaching retirement, they are excited about having free time to do what they have wanted to do. During the first six to 12 months of retirement, some take time to rest or remodel their homes, while others take trips. Retirement takes something more than leisure to satisfy people who spent several decades making achievements with professional skills and prestige. Most people are active and work-oriented.

Minds, hands and bodies continue to function after retirement. Retirees have a lot of expertise and skills that can help individuals, families, organizations, institutions and communities. Retirees should become involved in projects or groups that can tap their interests and talents, as well as help others. It is important that retirees use their freedom and time doing things that are satisfying (e.g., taking classes, learning new skills, developing hobbies). It is also important for retirees to find a balance between physical exercise, mental challenges and social interactions. Retirement doesn't bring satisfaction and meaning effortlessly, but having a positive attitude, engaging in meaningful activities and being active are ways to have a happy retirement.

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## SPOTLIGHT ON ESP MEMBERS

This spotlight on members is a new addition to the “MEMBERSHIP MEMOS” newsletter. We will evaluate it in the future to determine if we continue these updates or possibly roll them into a membership blog. We are featuring four members at random to give you an update on their current place in life. If you would like to be featured in the next issue or if you would like to nominate someone and assist us by securing the photo with a 150 word overview, we welcome your input. Please contact Toni Smith, Kia Harries, Janet Beyer or Eric Vogel.



**PATRICK BORICH** is a retired, life member of Epsilon Sigma Phi. Many of you know him as the former Dean and Director of the Minnesota Extension Service. He started his Extension career as a county agent in Carlton County, served as District Director in NE MN, became the head of Extension Professional Development and later served as Assistant Director under Director Roland Abraham and Associate Director under Director Norm Brown before leading the University of MN Extension Service for 10.5 years as the Dean and Director.

Pat and Liz are currently enjoying active retirement years. For 5.5 months out of the year they reside east of Phoenix in the little desert village of Queens Valley, surrounded by the beautiful Superstition Mountains. They golf four days a week and volunteer at Boyce Thompson Arboretum. Among other things they are working on establishing the East Valley All University of MN Alumni Chapter. Pat has been an active committee member on the ESP MEWS Scholarship Committee for several years and was instrumental in establishing the MEWS Scholarship Fund. This time of the year, Liz and Pat are packing up to trek back to their condo in St. Anthony Park near the St. Paul Campus and will enjoy time there as well as their lake place near Duluth. Pat and Liz have adapted well to retirement and their goals of having fun, making new friends, and enjoying life. If you would like to connect with Pat his email address is [boric001@umn.edu](mailto:boric001@umn.edu).

(Interviewed by Phyllis Onstad)



**HOLLI ARP** is an Extension regional director in Worthington serving eight counties. Her work includes public relations, office operations management for county and regional offices, and supporting a variety of Extension programs. Holli has worked for Extension for 11 years. In addition to Regional Director her roles in Extension have included, mentoring program coordinator in Rock County, youth and family development educator in Pipestone County, and County Extension Director in Rock and Pipestone Counties. Holli values the opportunities for professional development in Extension and the willingness of Extension colleagues to share their knowledge and experiences. She views ESP as an opportunity to stay connected with and continue to garner wisdom from Extension leaders..

Beyond her role in Extension she was recently elected to the Jackson County Central School Board and is an active volunteer in the Riverside Elementary Parent Teacher Organization, the Wisconsin Wizards 4-H Club and her church. At this point in her life she and her husband Rob spend their free time attending their children's Nick (14) and Kayla (10) activities.

## SPOTLIGHT ON ESP MEMBERS (continued)



**JOHN ANKENY** retired as a life member of ESP in 1979. His entire career in University of Minnesota Extension was in Watonwan County with emphasis in agriculture and natural resources. John also served in WWII in the Army Air Force in the South Pacific Theater. He and his wife Lois adopted 4 Native American children while having one biological child and they all attended many NACAA AM/PIC meetings. John's colleagues talk about his dedication to the National Association of County Agricultural Agents (NACAA) and the fact that he and his wife have attended 49 NACAA AM/PIC meetings. John's community involvement has kept him very busy in a wide array of many organizations and boards ranging from the Community Fund board to Habitat for Humanity.

When asked about what Extension work stands out in his memory he talks about the development of the conservation districts in Watonwan County and the development of the "Five Beef Project". 4-Hers worked with five or more beef cattle to learn more about rate and cost of gain focusing on commercial cattle feeder perspectives. He and his wife Lois look forward to their 50th NACAA meeting in Overland Park, Kansas this year and they remain busy with their six grandchildren and two great grandchildren.



**CINDY M. BIGGER** is an Extension Educator in Leadership and Civic Engagement and she spends most of her time in leadership education. She works with 4 Leadership Co-Horts including the Red River Valley Emerging Leadership Program, Leadership Morris, West Central Leadership Academy and the Otter Tail County Employee Leadership Program. A co-hort includes 8 days of programming over the course of 4-8 months. Cindy will retire on May 31, 2011 with 30 years of Extension work in 4-H Youth Development in 3 counties: East Otter Tail, Benton, and Douglas counties and Leadership Education in the West Central Region of the state and 6 months in the State 4-H Office. We asked Cindy what she was most proud of in her time with Extension and listed the following highlights:

4-H Camping program in Benton County and State Camp Counselor Training; Starting the Farmer Lender Mediation Program in MN in 1985; Leadership Cohorts; Starting YOUTH and U staff development for 4-H staff, Serving on the National Boards of NAE4-HA and NACDEP; Co-chairing the NACDEP Annual Conference in San Antonio and initiating the National Awards Program for NACDEP; Delivering "Building Relationships with Decision Makers" in 18 states; Helping to develop the Alcohol Decisions Program and Youth Health Days in MN.

### **Cindy's retirement celebrations:**

- **May 18, 2011 from 4-7 pm** at the Hilton Bloomington/Airport/MOA
- **June 4, 2011, 5:00 pm** at the Depot in Alexandria.

You are all welcome.

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## **SCHOLARSHIP REPORTS**

by Kim Asche

### **Lighting the Way Through Outreach and Extension, NEAFCS 2010**

*Lighting the Way Through Outreach and Extension*, conference for the National Extension Association of Family Consumer Science session 2010 was held in Portland Maine. Opening Ceremony Greeting was by John Rebar, Executive Director, University of Maine Cooperative Extension, Caucus keynote was by Dr. Fred Whitford, Director, Purdue Pesticide Programs, Department of Botany and Plant Pathology and Cap note was [Kevin Eikenberry](#), Chief Potential Officer, Kevin Eikenberry Group. Highlights of the conference included receiving *The Making of Effective Extension Presentation Purdue Extension* and *Small Steps to Health and Wealth™* booklets. If you are in need of improving your presentation skills with facts, flair and fun; explore the booklet with first author Fred Whitford. Impressively Minnesota member presented over six scholarly sessions. Personally I was involved in presenting *Targeted Food Marketing to Youth* a professional development online course addresses the issues of food and beverage marketing targeted to children, ages 0-13. Tools and strategies are provided to professionals who teach parents/caregivers/youth. I was also able to learn more about "Reframing Evaluation Through Appreciative Inquiry", which was later used this fall in a U of MN Extension youth development data scan process. The session "Blogging for Better Health" inspired components of the 2010 Healthier U youth development staff challenge. And an interesting book to read that I garnered from the workshop session is *Nudge: Improving Decisions about Health Wealth and Happiness* by Richard Thaler.

## SCHOLARSHIP REPORTS (continued)

by Suzanne Driessen

### PILD, April 3-6, 2011, Alexandria, Virginia and Washington, D.C.

This was my first Public Issues leadership Development Conference (PILD) and my first trip to our nations' capitol. I had heard from past attendees what a great experience it is to go to PILD. After attending I too will encourage others to attend this unique staff development opportunity. PILD brings together leaders from six Extension professional organizations and volunteers from across the nation to focus on how the Extension system and our government work at the federal level. The theme *Cooperative Extension: Relevant Now and Beyond* explored relevant issues for Extension to prepare for meeting with federal and local decision makers. National Program Leaders from USDA held roundtable discussions which provided a networking time with these leaders and others that work on specific issues. I attended the *Food Safety and Family Consumer Science* round table discussions. These leaders were very interested in issues in our states. They wanted to know what USDA should include in future grant proposals to help us continue to respond to emerging issues.

This was an interesting time to be in Washington with the potential for a government shut down and Smith Lever funding at risk. Our 'ask' of our legislators was to restore these funds at 2010 levels. Some take-home messages and ideas that I learned about communications with decision makers include:

- Smith Lever funding requires a 1:1 University match; most leverage 4 to 5 times that amount.
- Research the issues and background of the legislator. Know who they are. My congresswoman is Michelle Bachmann. I went to her website and found out that a week earlier she presented a congressional statement to honor and recognize Coborns Grocery for receiving the Independent Retailer of the Year award. I tied that story into how Extension has worked with Coborns on a produce food handling practice research study explaining how private industry reaches out to the University to partner on research projects.
- Visit with the legislator from your district and mention you are a constituent. Be sure to mention the town in their district where programs were conducted and its impact.  
Allow times for the staffer to ask questions. Engage them in the conversation.

Extension makes a difference in the lives of individuals by proactively engaging communities to solve issues and problems. Communicate public value with messages that show value of programs to those who did not participate. We need to show why our programs are worthy of public funding by explaining how society benefits.

The session on *Branding Counts: Ensuring Cooperative Extension is No Longer the Best Kept Secret* key points includes: A brand lives in the mind of the consumer. A brand is everything your name evokes in the mind of your customer. A brand is a promise you make to your customer, a promise of quality, of experience---good or bad. Every employee is responsible to portray a positive brand everyday and in every interaction. It takes 8 impressions to make someone remember you—each impression builds on another. Strong brands deliver strong benefits including: 1) strong funding; 2) greater customer loyalty; and 3) greater flexibility and adaptability.

We need to get better at telling our story. We can't afford to be the 'best kept secret' and it is our fault if funders do not know who we are. Take the credit! We are essential to people lives.

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### **The Mystery Man is.....?**

Did you guess the Mystery Man whose photo was in the March Newsletter and also posted on the website?

**John Cunningham of Ortonville, MN** was the first to contact Kent Gustafson, Chair of the History & Archives Committee, with the correct answer.

**The Answer -- Theodore A. "Dad" Erickson.** He started 4-H in Minnesota and was the first Minnesota State 4-H Leader, 1914-1940. In 1904, as Douglas County school superintendent, he started the first Minnesota corn club by sending 1 lb. of corn seed to any student who agreed to exhibit 10 of their best ears at their school. He then organized Minnesota's first county school fair in Alexandria. Project exhibits included corn, potatoes and poultry. After retirement, he wrote many national 4-H bulletins, including "Guide Posts for 4-H Leaders."

Source -- <http://www.nae4ha.com/hof/minnesota.pdf>